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Enbridge Ride to Conquer Cancer

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Across Canada People Gear Up in Support of the Enbridge Ride to Conquer Cancer

Canada-wide display of unity shows support for cancer research

(Calgary, October 6th, 2010) – Canadians from coast to coast donned cycling gear today to show support for the Enbridge Ride to Conquer Cancer. Dubbed “Gear Up Day” the event was a symbolic gesture to illustrate that we can conquer cancer if we come together.

“Gear Up Day gave participants in the Enbridge Ride to Conquer Cancer a chance to relive the glory and anticipate next year by wearing a helmet, their jersey, maybe even bike shorts to work,” says Linda Mickelson, CEO of the Alberta Cancer Foundation. “They were remembering their epic journey in 2010 and celebrating the difference they made. We hope others will be inspired to make their own commitments and join the Ride in 2011!”

The Enbridge Ride to Conquer Cancer is the most impactful cycling fundraiser in Canadian history, funding breakthrough research, innovative treatments and critical cancer services across the country. Events in Montreal, Toronto, Vancouver and Calgary have generated more than \$80 million over the past three years. In Alberta 1,800 Ride participants raised more than \$7.3 million for the Alberta Cancer Foundation in 2010.

Next year, the Alberta event takes place on June 26-27, 2011. For more information please visit www.conquercancer.ca or phone (888) 624-BIKE(2453).

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About Alberta Cancer Foundation

The Alberta Cancer Foundation is Alberta’s own. It was established to advance cancer research province-wide and to directly support Alberta’s 17 cancer centres, including the Cross Cancer Institute and Tom Baker Cancer Centre.

At the Alberta Cancer Foundation, we believe a cancer-free future is possible. *When* we get there, depends on the focus and energy we put to it today.